

# CS#1 Corporate



Position Description	
Position Title	Manager of Marketing and Fundraising
Program Location	Head Office
Reports To	Chief Executive Officer
Direct Reports	Nil
Award	Social, Community, Home Care and Disability Services Industry Award 2010
Classification	Social and Community Services Employee Level 6
Community Services #1 Capability Level	Level 6
Objective	<p>The primary purpose of the position is to develop and effectively deliver marketing and fundraising campaigns that contribute to CS#1's strategic and operational goals by increasing positive public awareness of our services in the community.</p> <p>The position will provide program development, program management and advisory functions for the organisation. The position will harness opportunities for business growth.</p>
Key Accountabilities and Capabilities	<p>Develop and manage CS#1's marketing and fundraising campaigns in line with strategic goals and in cooperation with the Executive Team.</p> <p>Build and maintain a strong public profile for CS#1 through targeted marketing campaigns, events and activities.</p> <p>Manage and deliver CS#1's social media communication strategy to promote CS#1 services and engage the community.</p> <p>Retain and expand funding support and donations from a variety of sources by establishing mutually beneficial relationships with organisations including philanthropic trusts and foundations, government, corporations and media. Maintain the fundraising portfolio database.</p> <p>Manage and expand CS#1 marketing and fundraising relationships.</p> <p>Evaluate all marketing, fundraising and social media campaigns, measuring and reporting the impact of campaigns on business growth across CS#1 programs and services.</p>

	<p>Partner and support program managers to increase the profile and build business for their respective programs through targeted marketing and fundraising campaigns and activities.</p> <p>Support CS#1 external business communication activities, including developing and editing executive-level correspondence.</p> <p>Manage, monitor and report on the marketing and fundraising budget in line with CS#1 financial management practices.</p> <p>Maintain accurate records, whilst adhering to ethical privacy and confidentiality principles.</p> <p>Perform and model risk management principles to work practices and ensure incidents and events are appropriately reported and escalated.</p> <p>Perform other duties as directed, commensurate with the skills and expectations of the role.</p>
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Selection Criteria	
Required Qualifications, Skills and Experience	<p>Demonstrated equivalent Tertiary qualifications in relevant fields such as Marketing, Event Management, Communications and/or Graphic Design and a minimum of 2 years' relevant experience in a relevant role.</p> <p>Demonstrated knowledge and experience in the design, delivery and evaluation of contemporary, effective and responsive marketing, fundraising and social media campaigns that contribute to achieving organisational strategic goals.</p> <p>Excellent communication skills with demonstrated ability to communicate with influence and build strong, mutually beneficial relationships with key internal and external stakeholders.</p> <p>Demonstrated knowledge and experience in <i>Canva</i> and/or <i>InDesign</i> graphic design applications.</p> <p>Proven well-developed time management, planning and execution skills, including the ability to prioritise workloads and meet tight deadlines.</p> <p>Demonstrated experience managing a budget in line with organisational financial management practices.</p>
Additional Requirements	<p>ACT Working With Vulnerable People Card</p> <p>Desirable: Current Driver Licence</p>

**Acceptance**

I understand and accept the duties and responsibilities as outlined in this position description.

Employee:

Date: